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At the NATD convention, be sure to see

## "New Doors to New Profits"

### Part Five: "It's Happening at Retail!"

Put a red circle around Saturday, April 20—the opening session of the NATD convention at the Fontainebleau Hotel in Miami. That's when Philip Morris USA will premiere the fifth edition in our widely acclaimed "New Doors to New Profits" series.

The title of this year's all-new program is "It's Happening at Retail." In 20 fact-filled minutes, we'll tell you about:

1. Convenience Stores, a missed opportunity if you don't understand their needs; a bonanza if you do.
2. Supermarkets and the dramatic changes they're undergoing in merchandising techniques—an important profit opportunity for you.

What's happening among your customers amounts to a retail revolution. And at the NATD Convention you can learn a lot about making more money from it. Another industry service presentation by Philip Morris USA.



Another profit-making idea from  
**PHILIP MORRIS USA**

